



IDAHO 2008 SPRING/SUMMER

INTEGRATED MEDIA CAMPAIGN

Brought to you by the Idaho Travel Council and Madden Media

ADVENTURES IN LIVING

The Idaho Travel Council and Madden Media are joining forces to bring you Idaho 2008 Spring/Summer: a newspaper insert-led integrated media campaign that will inspire a highly targeted audience who dream of vacationing in Idaho to actually experience it. This beautifully designed insert will compel them to explore your diverse destination through this dynamic seasonal program which produces and measures trackable results.

EXPERIENCE THE POWER OF PARTNERSHIP

The Idaho Travel Council and Madden Media will target consumers most likely to travel to Idaho, and drop in your most promising markets. Our cutting-edge travel technologies and strategies yield an impressive return on investment.

PROVEN RETURN ON INVESTMENT

We will deliver aggressive spenders to Idaho in record numbers. Nationally renowned Temple University conducts in-depth conversion studies that demonstrate the thousands of qualified consumer leads per advertiser will convert. Conversion studies also prove that our readers consistently visit hotels, museums, shops, restaurants, and attractions advertised in our programs.

INCREASE YOUR ROI—NOT YOUR BUDGET!

Our advertisers go further faster with added value components.

- In-house profiling to target zip codes that match your ideal visitor profile
- 120 days of direct leads from our response coupon and VacationFun.com, America's leading source for free official travel information, ranked in the top 10% worldwide (includes analysis of responses by market)
- Direct link to your website featured on VacationFun.com
- Sophisticated search engine marketing designed to drive traffic to the Idaho pages on VacationFun.com
- Email blasts and timely dynamic eZine to our VacationFun.com subscribers
- **The Wowget™** Enjoy a one year subscription to our cutting-edge media player which easily integrates video, sound, news, and imagery into your homepage

**madden
media**
connecting people to places

 **vacationfun.com**
You can see the world from here.

IDAHO

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DATES AND DEADLINES* - PRINTED INSERT

Insert Date: May 4, 2008

Space Reservation Deadline: February 22, 2008

Materials Deadline: February 29, 2008

Total Newspaper Circulation: 500,000*

Total Readers: 1,455,000**

DATES AND DEADLINES* - ONLINE COMPONENTS

VacationFun.com Email Blast Date: May 6, 2008

eZine Materials Deadline: June 17, 2008

eZine Blast Date: July 1, 2008

Total Email Circulation: 50,000

MARKETS*

Idaho Statesman (Boise)	ID
Coeur d'Alene Press	ID
Idaho Falls Post Register	ID
Lewiston Tribune	ID
Idaho Press-Tribune (Nampa)	ID
Idaho State Journal (Pocatello)	ID
Twin Falls Times-News	ID
Seattle Times/Post-Intelligencer	WA
Spokane Spokesman Review	WA
Salt Lake City Tribune	UT

IT'S SIMPLE:

Our beautifully designed newspaper insert-led integrated media campaigns are your best vehicle. We'll do it with finely-tuned targeting, a dynamic integrated marketing campaign, and surprisingly affordable state-of-the-art fulfillment options.

From the moment consumers see your ad in our image-driven insert, to the instant they receive dynamic, inspiring information about your destination, they will be "wowed." The "wow" factor is what converts leads into actual travelers.

Are you ready for a winning year for Idaho tourism?

WE'LL SOLVE THE BEST PROBLEM YOU'LL EVER HAVE:

Our integrated media campaigns generate thousands of highly qualified consumer leads and create an immediate, intense demand for information about your destination.

How will you fulfill so many leads, so quickly, and keep your fulfillment costs low? Madden Media's iBrochures can sell your destination 24 hours a day, at virtually no cost, compared to traditional fulfillment methods. Ask us how.

ALLISON CESSNA IS COMMITTED TO TOURISM:

Her personal passion for destination marketing combined with years of professional experience allow her to customize your campaign for best results.

Reserve premium space in our Idaho 2008 Spring/Summer program today.



ALLISON CESSNA
Idaho Account Executive
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acessna@maddenmedia.com

PACKAGE OPTIONS

NET COST†

Full Page \$8,900

Half-Page \$4,673

One-Quarter Page \$2,470

One-Eighth Page \$1,279

Fulfill leads from your print ad with these electronic options:

iBrochure - Standard \$1,895

iBrochure - Advanced \$2,500

*Subject to change. Also distributed to regional AAA offices. **Based on 2.91 readers per copy; estimate by Newspaper Advertising Bureau.

†Rates include all typesetting/formatting of ads. Madden Media reserves the right to charge advertisers an additional fee for last minute copy and/or 4-color changes. For ad agencies to be commissioned, please add 15% to Net cost. No cash discounts allowed. Space is limited and sold on a first-come basis. Late fees and/or materials handling fees may apply to improperly submitted materials or materials submitted after required deadlines. Reader response inquiries are provided digitally. All brochure advertisers will receive free computer analyses of their responses by market.